

LOGO VARIATIONS



COLOURS



TYPEFACES

A B C D E F G H I J
 K L M N O P Q R S
 T U V W X Y Z

a b c d e f g h i j k l
 m n o p q r s t u v
 w x y z

LATO (all weights / styles)

Main body Font
for Screen & Print

*If Lato is unavailable substitute for
'Helvetica Neue'.*

A B C D E F G
 H I J K L M N
 O P Q R S T U
 V W X Y Z

A B C D E F G
 H I J K L M N
 O P Q R S T U
 V W X Y Z

ELEMENTAL END

Heading & Promo Font
For Print

*If Elemental End is unavailable
substitute for 'Helvetica Neue'.*

A B C D E F G H I
 J K L M N O P Q
 R S T U V W X Y
 Z

a b c d e f g h i j
 k l m n o p q r s
 t u v w x y z

ARVO (all weights / styles)

Heading & Promo Font
For Screen

*If Arvo is unavailable substitute for
'Helvetica Neue'.*